

From January 28, 2020

What do you believe is the most important outcome for community unity? (electronic voting)

	Vote 1	Vote 2	Vote 3	Vote 4	Vote 5
More civic engagement (voting, volunteering...)	23%				
More collaboration	11%	21%			
Better communication	16%	15%	25%		
Better efficiency in services (NFP and govt)	16%	17%	12%	23%	
Stronger sense of county brand/values/community	14%	12%	18%	22%	38%
Greater diversity and inclusion	8%	13%	14%	18%	29%
Trust in leadership (govt, NFP, business)	6%	10%	13%	17%	23%
Better access and understanding of services & resources	4%	10%	12%	13%	8%
Better understanding of what our community members have in common	1%	3%	6%	6%	3%

**May not total to 100% due to rounding*

What do you think is the top (most achievable and effective) tactic?

	Vote 1	Vote 2	Vote 3	Vote 4	Vote 5	Vote 6	Vote 7	Vote 8
Collaboration: Hendricks County website	16%							
Brand: County wide PR campaign	14%	16%						
Brand: Community Audit	14%	14%	27%					
Collaboration: Community Unity Centers	10%	13%	17%	23%				
Civic: Voter Education Guide	7%	6%	11%	16%	27%			
Civic: Engagement forums – non-partisan	14%	9%	9%	14%	17%	25%		
Efficiency: ID convener to help facilitate forums	3%	1%	7%	7%	6%	13%	18%	
Communication: Community Calendar	4%	9%	4%	6%	11%	7%	17%	21%
Efficiency: ID vertical services with scopes	4%	7%	7%	6%	10%	10%	17%	20%
Communication: Leaders lead social media conversations	6%	9%	4%	9%	13%	10%	12%	18%
Collaboration: ID current collaborations	6%	10%	7%	9%	6%	13%	17%	18%
Communication: Get to newspapers	1%	6%	4%	9%	6%	15%	17%	16%
Civic: Engage high schools	0%	1%	1%	3%	6%	8%		
Efficiency: Schedule meetings / forums	0	0%	1%	0%	0%	0%	0%	7%

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From January 28, 2020—Community Unity Session

Community Unity-More Civic Engagement

How is success measured?

Hendricks County citizens report feeling more engaged and were able to engage

1. Increased (and more diverse voter participation
2. Increased participation and service in public meetings, volunteerism, and boards (i.e. schools, local government, etc.)
3. Increased attendance of celebratory community events

Desired Outcome

HC citizens are becoming overwhelmingly engaged in the community thanks to better communication and a stronger trust in local leadership (i.e. all types of local leaders, not just government)

Tactics

Voter transportation/guide
Hosting civic forums
Issue forums with key target demographics
Engaging High Schools with HCCF

Community Unity-Better Collaboration

How is success measured?

1. Show that we have created new connections through HC/regional
2. A convener
3. Key measures to reach solving problems/creating solutions
 - a) Other counties looking at HC Model-groups replicate model
 - b) Impact-data collection

Tactics

1. Identify current partnerships/collaborations
2. Provide forum to lead/facilitate unbiased discussion
3. Subgroups with commonality and encourage communication and working together
4. Promotion of collaborations
5. Hendricks County county-wide website-not just each town
6. Community Unity Centers
7. Case studies of county regional collaborations to create Hendricks County as a role model.

Community Unity—Better Communication

How is success measured?

1. Attendance (in person, virtual, clicks, proxy, etc.) (different modalities to increase and improve access
2. Social media tracking (likes, shares, clicks)

Desired Outcome

Plainfield Fire Example: neighborhood street parking-invited to townhall to participate-collaborate/communicate on community needs (b-ball, family visiting). There was agreement to review and compromise (potentially) on restricted street parking.

Tactics

1. Newspapers
2. Social Media-lead conversation
3. Official sites/pages to post
4. Civil discourse
5. Community calendar
6. Cross promotion
7. Transparency

Community Unity—Better Efficiency in Services

How is success measured?

Greater reach and participation in healthcare services and other services

Desired Outcome

People of all cultures, races, ethnicities seeking services
Primary Care Access
Stability Builders database

Tactics

1. Identify vertical services and scope of services by each organization
2. Each vertical service schedules public forums on appropriate cadence.
3. Database of how to find services
4. Establish convener to help facilitate
 - a. HC Stability Builders Net
 - b. HCTRC

Community Unity—Stronger sense of county Brand/Values/Community

How is success measured?

Hendricks County is ...big city/small town

Desired Outcome

1. Strong sense of responsibility, support, values, and coming together-celebration, tragedy and support values
2. Resident support index (affinity)
3. Awareness
4. Recall
5. Increase in visitors and business

Tactics

1. County-wide PR Campaign-live, work, play, stay
2. Central hub for sharing information
3. Community audit/scorecard (business/civic)

4. Host an event to get a focus
5. Share common goals/tactics-break the silos
6. Creating more diversity in housing
7. Updated county-wide comprehensive plan (20 years old)